Perfectly Pure

Plain Talk on a Vital Question

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With Compliments

from

Emerton & Sons, Ltd.,

Dairy Farmers,

Holloway, Hornsey,

Dalston, Stoke Newington,

etc., etc.

[ca-1910?]

THE high standard of living in England makes every English woman anxious to have, in the way of food, everything of the purest. This is particularly so in the case of Milk, which forms a most important article of diet at every meal.

We are just as anxious as the most particular of our customers that the milk supplied by ourselves shall not only be of the purest, but of the richest quality, con-

taining the full and natural percentage of cream.

To ensure our customers getting genuine, pure, and unskimmed milk, we have, at considerable expense, put the whole of our supply in the hands of the eminent analysts, Messrs. Redwood & de Hailes, of 15, Red Lion Square, W.C., who collect samples from our farmers, shops, and carriers constantly, and who will receive samples from our own customers, and report thereon, free of charge to them, the only stipulation being that, in fairness to ourselves and our

carriers, the sample shall be taken whilst the carrier is still at the door, and in his presence.

All that needs to be done is to put a sample of the milk into a bottle, cork it up, and send it off, post paid, the same day, with sender's name and address to the Analysts as above, and they will examine it, and test it free of charge, and send you their

report upon it. The sample should fill the bottle, and the bottle should be packed for safety in a box.

We know it is not the usual way for Dairymen to invite their customers to send and have the milk they supply analysed, but it is our way of convincing our customers that we invite the fullest test in order to remove any dissatisfaction with the quality of the milk supplied to them by us, and we hope they will make use of the above arrangements in order to satisfy themselves that the milk sup-

plied is absolutely pure and above suspicion.

We make a special feature of supplying milk in sealed cans for those with infants to bring up, and invalids to nourish. A baby is whatever its parents make it. If it gets proper treatment, it is a jolly, laughing, good-tempered little cherub. A healthy baby does not cry much; a comfortable baby

is nearly always a good baby.

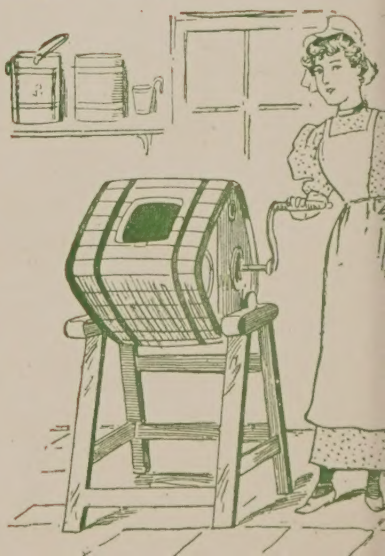
Milk is the natural and most nutritive food for all babies; in fact, it is the only food a baby requires for the first year or two of its existence, and for the next few years of its life, milk in some form or other should be one of the chief articles of its diet. If the child is to be nourished and strengthened, it is essential for the milk to be of the purest and richest quality. The same may be said of invalids; if the milk they take is not pure, it cannot nourish or sustain them. Our milk will

do this, because it contains all the natural products of the pure article, untouched and not interfered with in any way.

PURE BUTTER

is a necessity in every home. The butter we supply is absolutely pure, and we take particular care to protect our butter in glass cases to keep it from all impurities whilst in our possession.

We do a very large trade and sell more butter than any other Dairy in the North of London; and our customers benefit by this, as they always secure it in a thoroughly fresh condition. Our prices will always be found as low as any for the same quality, and our customers can be sure of getting full weight.



OUR EGGS

will bear looking at, as we do not allow any Eggs to go out of our Dairies that we have any doubt about.

This can be proved by a close investigation of any that you buy of us. The freshness and quality of our Eggs probably account for our selling so many, and we receive them fresh from the farms daily.

WE WANT YOUR TRADE.

We are sending this little booklet to ask for your trade. We feel sure we can give you perfect service and entire satisfaction. Promptness in supplying your orders, and the purity of what we supply, is our plea for your patronage.

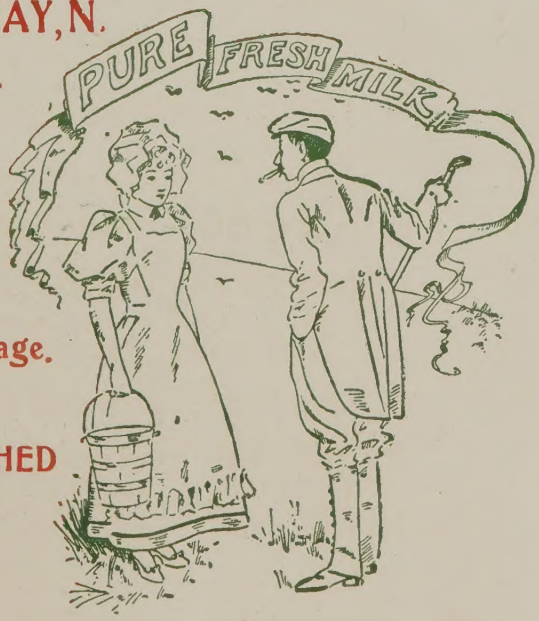
We solicit orders from private families, business houses, schools and churches.

Consumers who are anxious to have the best and the purest, are just the customers we are anxious to serve.

EMERTON & SONS, Ltd.,

Cowkeepers and Dairymen.

Head Office:
GROVE ROAD,
HOLLOWAY, N.



For the Addresses of our Twenty Branches, see next page.

ESTABLISHED 1865.

BRANCHES.

408, Hornsey Road, N.
505, Hornsey Road, N.
9, Campdale Road, Tufnell Park, N.
96, Seven Sisters Road, N.
81, Yerbury Road, Upper Holloway, N.
145, Turnpike Lane, Hornsey, N.
6, Rathcoole Parade, Hornsey, N.
44, Topsfield Parade, Crouch End, N.
56, Grand Parade, Harringay, N.
100, Weston Park, Hornsey, N.
3, Station Parade, Muswell Hill, N.
1, Priory Pavement, Priory Road, Hornsey, N.
307, High Road, Wood Green, N.
18, Wightman Road, Hornsey, N.
29, Howard Road, Stoke Newington, N.
2, Pellerin Road, Stoke Newington, N.
122, Stoke Newington Road, N.
37, Wilton Road, Dalston, N.
94, High Street, Hornsey, N.
49, Clephane Road, Canonbury, N.

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